



EXPRESS MAIL LABEL NO.: EV 843998634 US

Form PTO

Sheet 1 of 3

Applicant: Stuar Ozer, et al.

Serial No.: 09/991,025

Att'y Docket No.: 14531.122

Filing Date: November 21, 2001

Group: 2617

Confirmation No.: 8197

For: METHODS AND SYSTEMS FOR PLANNING ADVERTISING
CAMPAIGNS

INFORMATION DISCLOSURE CITATIONS MADE BY APPLICANT

U.S. Patent Documents

<u>Examiner Initial*</u>		<u>Patent Number</u>	<u>Issue Date</u>	<u>Name</u>	<u>Class</u>	<u>Sub Class</u>	<u>Filing Date</u>
MV	A1.	5,999,912	12/7/1999	Wodarz	705	14	05/01/1997
↓	A2.	6,012,984	01/11/2000	Roseman	463	42	04/11/1997
↓	A3.	6,141,010	10/31/2000	Hoyle	345	356	07/17/1998
↓	A4.	6,134,532	10/17/2000	Lazarus et al.	705	14	11/14/1997

Examiner: /Michael Van Handel/

Date Considered: 06/28/2006

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

EXPRESS MAIL LABEL NO.: EV 843998634 US

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Sheet 2 of 3

Applicant: Stuar Ozer, et al.

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U.S. Patent Application Publication Documents

<u>Examiner Initial*</u>	<u>Publication Number</u>	<u>Filing Date</u>	<u>Name</u>	<u>Class</u>	<u>Sub Class</u>	
MV	A5.	2003/0110171	11/21/2001	Ozer, et al.	707	10
	A6.	2004/0243470	16/14/2004	Ozer, et al.	705	14
	A7.	2004/0243623	06/16/2004	Ozer, et al.	707	102
↓	A8.	2005/0021403	06/14/2004	Ozer, et al.	705	14

Examiner: /Michael Van Handel/

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Form PTO-1449

Sheet 3 of 3

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For: METHODS AND SYSTEMS FOR PLANNING ADVERTISING
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References Cited by Applicants

While the filing of Information Disclosure Statements is voluntary, the procedure is governed by the guidelines of Section 609 of the Manual of Patent Examining Procedure and 37 C.F.R. §§ 1.97 and 1.98. To be considered a proper Information Disclosure Statement, Form PTO-1449 shall be accompanied by a copy of each listed patent or publication or other item of information and a translation of the pertinent portions of foreign documents (if an existing translation is readily available to the applicant), an explanation of relevance of each reference not in the English language, and should be submitted in a timely manner as set out in MPEP Sec. 609.

Examiners will consider all citations submitted in conformance with 37 C.F.R. § 1.98 and MPEP Sec. 609 and place their initials adjacent the citations in the spaces provided on this form. Examiners will also initial citations not in conformance with the guidelines which may have been considered. A reference may be considered by the Examiner for any reason whether or not the citation is in full conformance with the guidelines. A line will be drawn through a citation if it is not in conformance with the guidelines AND has not been considered. A copy of the submitted form, as reviewed by the Examiner, will be returned to the applicant with the next communication. The original of the form will be entered into the application file.

Each citation initialed by the Examiner will be printed on the issued patent in the same manner as references cited by the Examiner on Form PTO-892.

The reference designations "A1," "A2," etc. (referring to Applicant's reference 1, Applicant's reference 2, etc.) will be used by the Examiner in the same manner as Examiner's reference designations "A," "B," "C," etc. on Office Action Form PTO-1142.

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Examiner: /Michael Van Handel/

Date Considered: 06/28/2006

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